

International Marketing

Objective 1

Feedback on country choice

Group name: Very Guilty

Your country choice: No - think of a different country

Feedback on country choice

Let's move more towards the West

Feedback about product

Some parts moving into a positive direction (e.g., durable, ergonomic)

Is the handle plastic? Hard – but what is “hard”?

Feedback on presentation

Too many words on the slide

Change the font

Suddenly – there is a random – after-sales guarantee

\$100 that won't work from UK

Avoid reading

Note – if you are ill for the mid-term / final you need a doctor's note